

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)	
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Sergey Brin)	Group Art Unit: 2142
)	
Application No.: 09/843,923)	Examiner: B. Ailes
)	
Filed: April 30, 2001)	
)	
For: SYSTEMS AND METHODS FOR)	
ENTICING USERS TO ACCESS A)	
WEB SITE)	

U.S. Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

AMENDMENT

In response to the non-final Office Action, dated August 23, 2006, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.